

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES - SELECTED PROGRAM TYPES

SECOND REPORT FOR AUGUST 198

EVENING 7:00-11:00 PM

	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	12.0	14.1	13.5	15.1		13.2	13.3	13.1	12.0	13.4	13.0	10.2	12.4
NO. OF PROGRAMS:	11	9	26	4	IFR	6	27	32	29	38	67	20	87

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)		11:30PM- 1:00AM(4)		Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chil- dren's(1)	Sports		
	Once-a-Week	Multi-weekly		Daytime Drama							Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	6.9	9.8	5.2	7.1	5.6	5.6	5.6	7.1	6.5	4.1	7.3	5.3	5.9
NO. OF PROGRAMS:	5	3	6	13	10	3	14	12	26	31	4	14	18

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.
(2) INCLUDES 8:30-9:30PM AND 9:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

1 PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 21, 1983

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	NEWHART	18.9	15,740	9	REMINGTON STEELE#	16.7	13,910
2	TRAPPER JOHN, M.D.	18.8	15,660	10	FACTS OF LIFE	16.4	13,660
3	JEFFERSONS	18.5	15,410	10	HILL STREET BLUES	16.4	13,660
4	NBC MONDAY NIGHT MOVIES#	18.5	15,410	12	60 MINUTES	16.1	13,410
5	A TEAM#	18.4	15,330	12	9 TO 5	16.1	13,410
6	CAGNEY & LACEY	17.1	14,240	14	THREE'S COMPANY	15.7	13,080
6	HART TO HART	17.1	14,240	15	20/20	15.4	12,830
8	SIMON & SIMON#	16.9	14,000				

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1983 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES											
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)								
•EVENING														CBS EVENING NEWS-RATHER					220																
A TEAM					24		205		98	A	18.4	35	1533	M-F					6.30P	30	CBS N	204	202	99	99	A	11.7	25	975						
2 TUE.					8.00P	60	NBC	A		B	18.7	31	1558													B	13.3	25	1108						
ABC MONDAY NIGHT					BSBL-PRE	10				A	8.9	19	741	CBS EVENING NEWS-DEAN					32								A	8.7	20	725					
1 MON.					8.00P	15	ABC	SC	203	205	99	99	B	8.3	18	691	SUN.					6.30P	30	CBS N	184	181	91	90	B	9.0	19	750			
2 MON.					8.00P	13								CBS NFL PRE-SEASON(S)													A	10.8	21	900					
ABC MONDAY NIGHT					BASEBALL	10				A	10.7	20	891	2 THU.					9.00P	200	CBS SE					200		99							
1 MON.					8.15P	163	ABC	SE	203	205	99	99	B	10.3	19	858																			
2 MON.					8.13P	151								CBS SAT. NEWS-SCHIEFFER					35								A	6.4	16	533					
ABC NEWS CLOSEUP(S)							203		98	A	11.6	23	966	1 SAT.					6.30P	30	CBS N	156	149	87	78	B	9.3	20	775						
2 SAT.					10.00P	60	ABC	DN						2 SAT.					6.35P	25															
ABC NEWSBRIEF-M-F					215					A	10.8	20	900	CBS SAT. NIGHT MOVIE					42								A	9.7	20	808					
1 MON.					8.13P	1	ABC	N	192	192	97	97	B	14.9	24	1241	1 SAT.					9.00P	120	CBS	FF	193	192	96	98	B	13.8	25	1150		
TU&TH					9.58P	1								2 SAT.					8.00P	180															
WED.					9.57P	2								CBS TUESDAY NIGHT MOVIES					36								A	12.5	22	1041					
1 FRI.					9.34P	1								1 TUE.					9.00P	120	CBS	FF	195	183	99	96	B	15.7	25	1308					
2 MON.					8.11P	1								2 TUE.					8.00P	120															
2 FRI.					9.54P	1								CBS WEDNESDAY NIGHT MOVIE					31								A	14.4	26	1200					
														1 WED.					9.00P	120	CBS	FF	191	187	95	98	B	14.1	23	1175					
ABC NEWSBRIEF-SAT.										A	13.6	26	1133	2 WED.					8.30P	150															
SAT.					9.58P	1	ABC	N	43	193	190	97	96	B	18.0	31	1499																		
ABC NEWSBRIEF-SUN.										A	14.2	25	1183	CHEERS					28								A	14.8	26	1233					
1 SUN.					10.04P	1	ABC	N	44	193	194	96	97	B	16.1	25	1341	THU.					9.30P	30	NBC	CS	205	202	99	99	B	14.4	23	1200	

2 SUN.		9.59P	2																							
ABC NFL PRE-SEASON		8.00P	200	ABC	SE		197		98	A	9.0	18	750													
1 FRI.		8.00P	200	ABC	SE																					
ABC SPORTS UPDATE-SAT		8.58P	1	ABC	SN	44	193	189	97	96	A	11.2	24	933												
SAT.										B	14.8	27	1233													
ABC SPORTS UPDATE-SUN		8.31P	1	ABC	SN	42	193	193	97	97	A	12.9	24	1075												
1 SUN.		8.31P	1	ABC	SN					B	14.2	24	1183													
2 SUN.		8.35P	1																							
ABC SUNDAY NIGHT		9.00P	149	ABC	FF	35	202	202	98	98	A	13.5	24	1125												
1 SUN.		9.00P	149	ABC	FF					B	16.3	27	1358													
2 SUN.		9.00P	120																							
ABC WORLD NEWS TONIGHT		6.30P	30	ABC	N	220	201	201	98	98	A	8.8	19	733												
M-F										B	11.0	21	916													
ABC WORLD NEWS TONIGHT-SUN		6.30P	30	ABC	N	37	167	167	88	87	A	6.5	15	541												
SUN.										B	7.3	15	608													
ALICE		8.00P	30	CBS	CS	8		197		98	A	15.3	30	1274												
2 SUN.		8.00P	30	CBS	CS					B	12.9	28	1075													
ALLISON SIDNEY HARRISON(S)		8.00P	60	NBC	PD			176		89	A	9.3	19	775												
2 FRI.																										
ARCHIE BUNKER'S PLACE		8.00P	30	CBS	CS	7	192	196	98	98	A	9.7	19	808												
WED.										B	9.0	19	750													
BUFFALO BILL		9.30P	30	NBC	CS	10	197	195	97	97	A	13.8	24	1150												
WED.										B	12.6	22	1050													
CAGNEY & LACEY		10.00P	60	CBS	OP	33	195	195	99	99	A	17.1	31	1424												
MON.										B	15.3	25	1274													

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HOUSEHOLD AUDIENCES ESTIMATES (ALPHABETIC)														2ND AUG. 1983 REPORT																	
PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)				
EVENING CONT'D																															
FALL GUY WED. 8.00P 60 ABC A						17	206	206	99	99	A	13.8	27	1150	MAJOR LEAGUE BASEBALL-PRE(S) 1 TUE. 8.00P 18 NBC SC						203	98	A	9.1	20	758					
										B	14.4	27	1200	MAJOR LEAGUE BASEBALL-TUE(S) 1 TUE. 8.18P 174 NBC SE						204	98	A	11.1	21	925						
FAMILY TIES 1 MON. 8.30P 30 NBC CS						15	205		96	A	14.1	28	1175																		
FAMILY TREE 1 WED. 10.00P 60 NBC GD						4	198		98	A	13.5	23	1125																		
										A	11.8	21	983	MAMA'S FAMILY 1 THU. 8.30P 60 NBC CS						2	199	199	98	97	A	13.3	25	1108			
FANTASY ISLAND 1 SAT. 10.00P 60 ABC A						32	199		98	A	10.8	20	900	2 THU. 8.30P 30										B	13.3	25	1108				
GIMME A BREAK THU. 8.00P 30 NBC CS						2	202	197	99	98	B	16.0	30	1333	M*A*S*H 2 MON. 9.00P 30 CBS CS						10	193		91	A	13.2	23	1100			
										A	12.2	24	1016											B	16.5	26	1374				
										B	12.2	24	1016	MATT HOUSTON SUN. 8.00P 60 ABC PD						34	202	203	98	99	A	12.4	24	1033			
GLORIA 1 WED. 8.30P 30 CBS CS						5	190		98	A	9.1	18	758	MONITOR 1 SAT. 10.00P 60 NBC DN						20	180		92	B	14.6	24	1216				
HALF HOUR COMEDY HOUR 1 TUE. 8.00P 30 ABC GV						5	203		99	A	8.4	16	700											A	6.5	13	541				
										A	12.3	25	1025											B	7.2	14	600				
										B	10.9	22	908	NATIONAL SNOOP(S) 2 THU. 9.00P 30 NBC CC							197		98	A	11.7	21	975				
HAMPTONS WED. 9.00P 60 ABC GD						4	197	203	99	99	A	9.5	17	791	NBC MONDAY NIGHT MOVIES 1 MON. 9.00P 120 NBC FF						30	200		98	A	18.5	34	1541			
HART TO HART TUE. 10.00P 60 ABC PD						34	208	206	99	99	B	10.5	19	875											B	16.0	25	1333			
										A	17.1	31	1424	NBC NEWS DIGEST-M-F 1 MWF 8.58P 1 NBC N						219	170	166	87	84	A	10.4	20	866			
HILL STREET BLUES						44	213	206	99	99	B	18.5	31	1541	1 TUE. 8.15P 1										B	12.0	19	1000			
										A	16.4	30	1366																		

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WK # DAY		START TIME		DUR		NET		PROG. TYPE		WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK # DAY		START TIME		DUR		NET		PROG. TYPE		WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)										
EVENING CONTD																																													
NEW HART										9	200	199	99	99	A	18.9	32	1574	ST. ELSEWHERE										1		197		99	A	14.6	26	1216								
SUN.														B	17.3	31	1441	2 WED.										10.00P	60	NBC	GD			B	14.6	26	1216								
NEWSBREAK-M-F										218	179	178	90	90	A	10.5	20	875	ST. ELSEWHERE SPECIAL(S)												195		98	A	14.2	26	1183								
1 M-F														B	13.8	22	1150	2 TUE.										10.00P	60	NBC	GD														
2 MTHF																		SILVER SPOONS										41	202		98	A	11.5	25	958										
2 TUE.																		1 SAT.										8.30P	30	NBC	CS			B	14.1	25	1175								
2 WED.																		SIMON & SIMON										37	200		99	A	16.9	30	1408										
NEWSBREAK-SAT.										44	186	187	88	82	A	6.6	14	550	1 THU.										9.00P	60	CBS	PD			B	19.5	31	1624							
1 SAT.														B	10.6	19	883	60 MINUTES										44	209	208	99	99	A	16.1	35	1341									
2 SAT.																		SUN.										7.00P	60	CBS	DN			B	22.5	39	1874								
NEWSBREAK-SUN.										44	190	183	94	92	A	14.6	28	1216	SQUARE PEGS										10	196	186	98	96	A	11.9	24	991								
1 SUN.														B	16.3	26	1358	MON.										8.00P	30	CBS	CS			B	11.3	22	941								
2 SUN.																		SUTTERS BAY(S)												196		96	A	15.1	26	1258									
NFL PRE-SEASON FTBL-ABC(S)											187		95	A	7.8	16	650	2 MON.										9.30P	30	CBS	CS														
1 FRI.																		T.J. HOOKER										40	195	192	97	97	A	10.0	22	833									
NFL PRE-SEAS FTBL-NBC-SAT(S)												202		97	A	10.3	21	858	SAT.										8.00P	60	ABC	OP			B	14.0	26	1166							
2 SAT.																		13 THIRTEENTH AVENUE(S)												190		97	A	12.2	22	1016									
9 TO 5										36	207	205	99	98	A	16.1	28	1341	2 MON.										8.30P	30	CBS	CS													
TUE.														B	18.0	28	1499	THREE'S COMPANY										38	206	205	99	98	A	15.7	28	1308									
ON THE ROAD WITH KURALI										8	199	188	99	98	A	12.0	23	1000	TUE.										9.00P	30	ABC	CS			B	19.1	30	1591							

1 TUE.	8.00P	30	CBS	DO						B	11.3	22	941	TOO CLOSE FOR COMFORT	THU.	8.30P	30	ABC	CS	3	202	200	95	97	A	9.1	17	758
2 TUE.	10.00P	30																							B	9.1	17	758
ONE DAY AT A TIME					11	203	197	99	98	A	15.1	29	1258	TRAPPER JOHN, M.D.	SUN.	10.00P	60	CBS	GD	38	202	198	99	98	A	18.8	34	1566
1 SUN.	8.00P	30	CBS	CS						B	14.0	27	1166												B	18.1	31	1508
2 SUN.	8.30P	30																										
OUR TIMES WITH MOYERS					8	198	189	99	98	A	11.7	22	975	TUCKER'S WITCH						5	195		98		A	10.0	18	833
1 TUE.	8.30P	30	CBS	DO						B	10.7	20	891	1 MON.	9.00P	60	CBS	CS							B	11.6	21	966
2 TUE.	10.30P	30												20/20	THU.	10.00P	60	ABC	DN	40	203	202	99	99	A	15.4	28	1283
																									B	15.1	26	1258
POWERS OF MATTHEW STAR					36	182		94		A	9.7	21	808	•LATE FRINGE														
1 FRI.	8.00P	60	NBC	GD						B	10.7	19	891	ABC NEWS:NIGHTLINE						78	192	192	96	96	A	4.2	13	350
POWERS OF MATTHEW STAR					1		184		89	A	6.2	13	516	1 MON.	11.42P	48	ABC	N							B	4.6	14	383
2 SUN.	7.00P	60	NBC	GD						B	6.2	13	516	1 TU-TH	11.30P	60												
PUMPBOYS AND DINETTES-TV(S)							201		97	A	9.9	18	825	1 FRI.	11.37P	60												
2 MON.	10.00P	60	NBC	GV										2 MWTH	11.30P	60												
QUINCY, M.E.					9	187		94		A	8.8	17	733	2 TUE.	11.30P	65												
1 SAT.	9.00P	60	NBC	OP						B	8.1	17	675	2 FRI.	11.51P	39												
REAL PEOPLE					41	204	198	97	96	A	11.1	22	925	ABC NEWS:NIGHTLINE-MON(B)							191		97		A	3.2	14	267
WED.	8.00P	60	NBC	PV						B	15.2	25	1266	1 MON.	12.30A	12	ABC	N										
REGGIE					3	208	201	99	98	A	11.4	20	950	ABC NEWS:NIGHTLINE-FRI(B)								190		94	A	2.8	10	233
THU.	9.00P	30	ABC	CS						B	11.2	20	933	2 FRI.	12.30A	21	ABC	N										
REMINGTON STEELE					19		198		97	A	16.7	29	1391	ABC WEEKEND REPORT-SAT.	SAT.	11.00P	15	ABC	N	44	164	163	89	89	A	4.7	10	392
2 TUE.	9.00P	60	NBC	GD						B	15.2	25	1266	SAT.	11.00P	15	ABC	N							B	5.3	11	441
RIPLEY'S BELIEVE IT-NOT					37	187	184	95	95	A	8.3	18	691	ABC WEEKEND REPORT-SUN.	1 SUN.	11.29P	15	ABC	N	44	168	168	91	91	A	3.1	8	258
SUN.	7.00P	60	ABC	U						B	11.2	19	933	2 SUN.	11.00P	15									B	4.3	10	358

M-F 3.00P 60 CBS DD 40	202	202	97	97	B 7.4 25 616	SAT. 12.30P 60 ABC PC	8	4.5	15	375	
LOVING M-F 11.30A 30 ABC DD					A 3.6 14 300	ASK NBC NEWS-8:28AM 44	190	189	96	95	A 3.0 26 250
					B 3.9 15 325	SAT. 8.28A 2 NBC CN					B 4.0 28 333
NBC NEWS AT SUNRISE 15	162	162	90	90	A 1.2 15 100	ASK NBC NEWS-8:58AM 46	199	198	98	97	A 3.9 26 325
M-F 6.30A 30 NBC N					B 1.1 14 92	SAT. 8.58A 2 NBC CN					B 5.1 27 425
NEWSBREAK-11.57 222	178	178	89	89	A 8.3 31 691	ASK NBC NEWS-10:28AM 45	195	208	85	99	A 5.5 24 458
M-F 11.57A 2 CBS N					B 7.1 29 591	SAT. 10.28A 2 NBC CN					B 7.4 28 616
NEWSBREAK-3.57 222	189	189	95	95	A 5.7 18 475	ASK NBC NEWS-10:58AM 45	180	202	82	95	A 4.9 21 408
M-F 3.57P 2 CBS N					B 6.2 19 516	SAT. 10.58A 2 NBC CN					B 6.5 24 541
ONE LIFE TO LIVE 219	204	204	99	99	A 8.1 27 675	ASK NBC NEWS-11:58AM 42		176		79	A 4.5 18 375
1 MTUWF 2.00P 60 ABC DD					B 8.0 28 666	2 SAT. 11.58A 2 NBC CN					B 5.9 21 491
1 THU. 2.00P 30						BLACKSTAR 26	158		84		A 5.0 18 417
& 2.45P 15						1 SAT. 1.00P 30 CBS CA					B 4.5 16 375
2 M-F 2.00P 60						BUGS BUNNY/ROAD RUNNER 1 26	202	203	99	99	A 3.3 16 275
						SAT. 9.30A 30 CBS CA					B 3.9 17 325
PRICE IS RIGHT 1 222	205	204	99	99	A 7.1 27 591	BUGS BUNNY/ROAD RUNNER 2 26	202	203	99	99	A 5.0 22 417
M-F 11.00A 30 CBS AP					B 6.8 30 566	SAT. 10.00A 30 CBS CA					B 5.5 22 458
PRICE IS RIGHT 2 223	205	204	99	99	A 9.8 37 816	BUGS BUNNY/ROAD RUNNER 3 24	192		97		A 6.4 26 533
M-F 11.30A 30 CBS AP					B 8.7 36 725	1 SAT. 11.00A 30 CBS CA					B 5.8 22 483
RYAN'S HOPE 219	184	184	96	96	A 4.9 17 408	BUGS BUNNY/ROAD RUNNER 4 24	192		97		A 6.9 27 575
M-F 12.30P 30 ABC DD					B 5.4 20 450	1 SAT. 11.30A 30 CBS CA					B 6.3 23 525
SALE OF THE CENTURY 155	155	155	86	87	A 6.1 24 508	B. BUNNY/R. RUNNER 3(B)		173		82	A 4.4 18 367
M-F 10.30A 30 NBC QG					B 4.6 20 383	2 SAT. 11.00A 30 CBS CA					
SEARCH FOR TOMORROW 220	164	164	81	81	A 3.9 13 325	B. BUNNY/R. RUNNER 4(B)					
M-F 12.30P 30 NBC DD					B 2.8 11 233	2 SAT. 11.30A 30 CBS CA	170		82	A 4.4 18 367	
TATTLETALES 220	124	123	70	70	A 3.7 12 308						
M-F 4.00P 30 CBS QG					B 3.0 9 250						

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PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET TYPE	PROG.		WK 1	WK 2	WK 1	WK 2	K E Y	Avg. Aud. %	Share %	Avg. Aud. (0,000)
WEEKEND DAYTIME CONT'D														
CANADIAN OPEN TENNIS-SUN(S)							186		97		A	2.1	7	175
1	SUN.	1.00P	150	CBS SE										
CAPTAIN KANGAROO-SAT							45	140	140	84 85	A	.9	15	75
	SAT.	7.00A	60	CBS CL							B	1.1	15	92
CBS CHILDREN'S FILM FEST.							21	152		81	A	2.7	10	225
1	SAT.	1.30P	30	CBS CL							B	3.4	12	283
CBS SPORTS SATURDAY							17	200		99	A	9.1	27	758
2	SAT.	3.00P	215	CBS SA							B	6.8	18	566
CHAMP.WOMEN'S GOLF-SAT.(S)								173		91	A	3.3	10	275
2	SAT.	5.07P	53	NBC SE										
CHAMP.WOMEN'S GOLF-SUN.(S)								186		94	A	3.7	10	308
2	SUN.	5.00P	60	NBC SE										
DUKES							27	199	200	99 99	A	4.7	20	392
	SAT.	10.30A	30	CBS CA							B	5.8	23	483
FACE THE NATION							44	152	155	90 93	A	2.7	12	225
	SUN.	11.30A	30	CBS CC							B	3.0	11	250
FLASH GORDON							42		107	59	A	3.0	11	250
2	SAT.	12.30P	30	NBC CA							B	3.6	12	300
FLINTSTONE FUNNIES							44	190	189	96 95	A	2.2	21	183

SAT. 8.00A	30	NBC	CA	45	180	202	82	95	B	3.2	24	267	SAT. 9.00A	30	CBS	CA	41	160	186	95	96	B	2.9	14	242
GARY COLEMAN SHOW									A	4.8	20	400	MEET THE PRESS									A	2.6	10	217
SAT. 10.30A	30	NBC	CA						B	6.3	24	525	SUN. 12.30P	30	NBC	CC						B	3.0	11	250
GILLIGAN'S PLANET(B)					138			68	A	2.9	11	242	MORK/LAVERNE/FONZ HOUR-1	31				191	193	93	94	A	5.4	22	450
2 SAT. 12.00N	30	CBS	CA										SAT. 11.00A	30	ABC	CA					B	5.0	18	417	
GILLIGAN'S PLANET				22	166			86	A	6.1	24	508	MORK/LAVERNE/FONZ HOUR-2	31				191	193	93	94	A	5.5	22	458
1 SAT. 12.00N	30	CBS	CA						B	4.8	17	400	SAT. 11.30A	30	ABC	CA					B	4.9	18	408	
HARTFORD OPEN-SAT(S)					182			92	A	4.4	13	367	NBC MAJOR LEAGUE BASEBALL	18				203	199	98	95	A	6.8	23	566
2 SAT. 4.08P	49	NBC	SE										1 SAT. 1.17P	162	NBC	SE					B	6.0	20	500	
HARTFORD OPEN-SUN(S)					180			93	A	3.5	10	292	2 SAT. 1.18P	181											
2 SUN. 2.00P	109	NBC	SE										NBC SPORTS-30 ROCK	18				192	197	94	95	A	5.3	20	441
HULK/SPIDERMAN 1				42	177			80	A	4.4	18	367	1 SAT. 1.00P	17	NBC	SC					B	4.4	16	367	
2 SAT. 11.00A	30	NBC	CA						B	5.9	22	491	2 SAT. 1.00P	18											
HULK/SPIDERMAN 2				42	177			80	A	4.8	19	400	NEW FAT ALBERT SHOW	31				174		89		A	5.4	21	450
2 SAT. 11.30A	30	NBC	CA						B	6.1	22	508	1 SAT. 12.30P	30	CBS	CA					B	4.6	16	383	
IN THE NEWS- 8.26AM				46	177	176	88	83	A	1.8	16	150	NEW FAT ALBERT SHOW(B)					144		74		A	3.6	13	300
SAT. 8.26A	3	CBS	CN						B	2.2	15	183	2 SAT. 12.30P	30	CBS	CA									
IN THE NEWS- 8.56AM				46	183	182	89	83	A	2.1	14	175	NFL PRE-SEASON FTBL-NBC(S)					206		99		A	9.0	23	750
SAT. 8.56A	3	CBS	CN						B	2.7	14	225	1 SUN. 4.00P	201	NBC	SE									
IN THE NEWS- 9.26AM				46	187	187	96	96	A	2.5	13	208	PAC-MAN/RASCALS/RICHIE-1	45				196	198	99	99	A	3.1	22	258
SAT. 9.26A	3	CBS	CN						B	3.1	14	258	SAT. 8.30A	30	ABC	CA					B	4.7	27	392	
IN THE NEWS- 9.56AM				39	202	203	99	99	A	4.1	19	342	PAC-MAN/RASCALS/RICHIE-2	45				198	199	99	99	A	4.5	25	375
SAT. 9.56A	3	CBS	CN						B	4.2	17	350	SAT. 9.00A	30	ABC	CA					B	6.2	29	516	
IN THE NEWS-11.56AM				41	192			97	A	7.1	27	591	PAC-MAN/RASCALS/RICHIE-3	45				198	199	99	99	A	5.3	25	441
1 SAT. 11.56A	3	CBS	CN						B	5.3	19	441	SAT. 9.30A	30	ABC	CA					B	6.9	29	575	

SAT.	10.30A	30 ABC CA					B	6.4	24	533
SHIRT TALES			45	199	198	98	A	3.5	25	292
SAT.	8.30A	30 NBC CA					B	4.7	26	392
SMURFS I			46	195	211	85	A	4.9	27	408
SAT.	9.00A	30 NBC CA					B	6.6	31	550
SMURFS II			46	195	211	85	A	5.9	28	491
SAT.	9.30A	30 NBC CA					B	7.7	33	641
SMURFS III			45	195	208	85	A	6.1	27	508
SAT.	10.00A	30 NBC CA					B	8.3	32	691
SPORTSBEAT			22	169	166	87	A	2.9	9	242
SAT.	4.30P	30 ABC SC					B	2.6	8	217
SPORTSWORLD			26		170	90	A	4.5	13	375
2 SUN.	4.00P	60 NBC SA					B	5.9	16	491
SUNDAY MORNING			44	169	168	93	A	4.0	23	333
SUN.	9.00A	90 CBS N					B	4.6	22	383
SUPERFRIENDS			45	179	180	92	A	2.0	19	167
SAT.	8.00A	30 ABC CA					B	3.0	23	250
THIS WEEK-DAVID BRINKLEY			43	187	189	95	A	3.5	14	292
SUN.	11.30A	60 ABC N					B	3.6	13	300
THUNDARR			16		128	66	A	3.6	14	300
2 SAT.	12.00N	30 NBC CA					B	3.5	13	292
TRAVERS STAKES(S)				191		99	A	5.2	16	433
1 SAT.	5.00P	60 CBS SE								
WORLD CHMP TRACK-FIELD SA(S)				200		98	A	3.9	16	325
1 SAT.	11.00A	120 NBC SE								

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		7,660 18,330 9.2 22.0											
	ABC TV		{		(1) (OP)		ABC MONDAY NIGHT BASEBALL PITTSBURGH VS PHILADELPHIA CHICAGO WHITE SOX VS DETROIT MULTI-SEGMENT TELECAST									
	AVERAGE AUDIENCE (Households (000) & %)		{		7,410 8,750 8.9 10.5											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		19 20 8.9 8.8		10.0	10.4	11.0	11.3	11.1	11.4	11.4	10.6	9.9	9.7*
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		12,500 15.0		9,330 11.2		12,500 15.0		15,330 18.4					
	CBS TV		{		SQUARE PEGS (R)		DINER (OP)		TUCKER'S WITCH (R)		CAGNEY & LACEY (R)					
	AVERAGE AUDIENCE (Households (000) & %)		{		9,830 11.8		7,410 8.9		8,330 10.0		11,750 14.1		13.5*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		24 11.8		18 9.5		18 8.3		17* 8.5		20* 10.5		26 12.9	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		11,910 14.3		14,240 17.1		24,240 29.1							
	NBC TV		{		LOVE, SIDNEY (R)		FAMILY TIES (R)(OP)		NBC MONDAY NIGHT MOVIES WAIT 'TIL YOUR MOTHER GETS HOME (R)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)		{		10,160 12.2		11,750 14.1		15,410 18.5		17.2*		17.3*		19.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		25 11.5		28 12.8		34 13.6		32* 14.5		31* 17.0		35* 17.5	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		18,740 22.5 (2) (OP)(-OP)		ABC MONDAY NIGHT BASEBALL BOSTON VS MILWAUKEE MONTREAL VS ST. LOUIS MULTI-SEGMENT TELECAST(OP)										
	ABC TV		{		9,160 11.0		10.4* 19 *		11.5* 20 *		11.8* 20 *		11.4* 20 *				
	AVERAGE AUDIENCE (Households (000) & %)		{		20 8.9		8.8		9.9		11.0		11.4		11.5		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		11.5		11.9		11.6		11.5		11.2		11.4		
TOTAL AUDIENCE (Households (000) & %)		{		11,910 14.3		12,080 14.5		13,160 15.8		15,080 18.1		21,490 25.8					
CBS TV		{		SQUARE PEGS (R)		13 THIRTEENTH AVENUE (OP)		M*A*S*H (R)		SUTTERS BAY		CAGNEY & LACEY (R)					
AVERAGE AUDIENCE (Households (000) & %)		{		10,000 12.0		10,160 12.2		11,000 13.2		12,580 15.1		16,740 20.1		19.1* 34 *		21.1* 39 *	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		23 11.6		22 12.4		23 11.8		26 12.5		36 12.5		34* 13.9		39* 14.7	
TOTAL AUDIENCE (Households (000) & %)		{		20,490 24.6								12,410 14.9					
NBC TV		{						LITTLE HOUSE-BEGINNING (R)(OP)				PUMPBOYS AND DINETTES-TV					
AVERAGE AUDIENCE (Households (000) & %)		{		11,330 13.6		11.3* 22 *		13.3* 24 *		14.9* 26 *		15.0* 25 *		8,250 9.9		10.4* 19 *	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		24 11.0		11.7		12.8		13.7		14.9		14.9		15.3	
		{		11.1		9.7		9.4		9.6							

TV HOUSEHOLDS USING TV	WK 1	45.7	46.1	46.5	47.5	47.8	48.9	49.5	51.2	53.2	54.2	54.4	55.5	55.3	55.5	54.2	52.7
(See Def. 1)	WK 2	49.7	49.7	49.2	51.0	50.9	52.3	53.7	55.7	57.7	58.7	59.2	58.5	56.3	56.1	55.8	52.5

U.S. TV Households: 83,300,000

(1) ABC MONDAY NIGHT BASEBALL-PRE, ABC, (8:00-8:15PM)

(2) ABC MONDAY NIGHT BASEBALL-PRE, ABC, (8:00-8:13PM)

For explanation of symbols, See page A

EVE. MON. AUG. 15, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
TOTAL AUDIENCE (Households (000) & %)						13,160 15.8	12,660 15.2		15,410 18.5		16,330 19.6		17,330 20.8					
ABC TV						HALF HOUR COMEDY HOUR		JOANIE LOVES CHACHI (9)		THREE'S COMPANY (R)		9 TO 5 (R)(OP)		HART TO HART (9)				
AVERAGE AUDIENCE (Households (000) & %)						10,250		10,750		13,660		14,080		13,660				
SHARE OF AUDIENCE %						12.3		12.9		16.4		16.9		16.4		16.0*		
AVG. AUD. BY 1/4 HR %						25		25		30		30		30		29 *		
						11.8		12.9		15.9		17.0		16.5		17.3		
TOTAL AUDIENCE (Households (000) & %)						14,240 17.1	13,490 16.2		20,660 24.8									
CBS TV						ON THE ROAD WITH KURLAIT		OUR TIMES WITH MOYERS (OP)		CBS TUESDAY NIGHT MOVIES A MATTER OF LIFE AND DEATH(R)								
AVERAGE AUDIENCE (Households (000) & %)						12,160		12,080		13,410								
SHARE OF AUDIENCE %						14.6		14.5		16.1		14.0*		15.6*		17.2*		
AVG. AUD. BY 1/4 HR %						29		28		29		26 *		28 *		31 *		
						14.1		15.1		13.7		14.2		15.3		16.0		
TOTAL AUDIENCE (Households (000) & %)						8,330 10.0	19,160 23.0											
NBC TV						(1) (-OP)		MAJOR LEAGUE BASEBALL-TUE TORONTO VS NEW YORK YANKEES LOS ANGELES VS CINCINNATI MULTI-SEGMENT TELECAST(OP)(-OP)										
AVERAGE AUDIENCE (Households (000) & %)						7,580		9,250										
SHARE OF AUDIENCE %						9.1		11.1		10.4*		11.4*		11.5*		11.3*		
AVG. AUD. BY 1/4 HR %						20		21		21 *		22 *		21 *		20 *		
						9.1		8.9		10.2		11.2		11.5		11.7		

TOTAL AUDIENCE (Households (000) & %)		13,490 16.2		15,160 18.2		14,660 17.6		19,240 23.1	
ABC TV		HOLLYWOOD-GIFT-LAUGHTER (R)		THREE'S COMPANY (R)		9 TO 5 (R)(OP)		HART TO HART (R)	
AVERAGE AUDIENCE (Households (000) & %)		9,000 10.8		12,500 15.0		12,660 15.2		14,740 17.7	
SHARE OF AUDIENCE %		20 20 *		21 26		26 26		32 31 *	
AVG. AUD. BY 1/4 HR. %		9.9 10.5		11.0 11.9		14.9 15.5		17.5 17.5	
TOTAL AUDIENCE (Households (000) & %)		17,410 20.9		CBS TUESDAY NIGHT MOVIES HEALTH (OP)				9,000 10.8	
CBS TV								ON THE ROAD WITH KURLT	
AVERAGE AUDIENCE (Households (000) & %)		7,330 8.9		8,9*		8,9*		7,830 9.4	
SHARE OF AUDIENCE %		16 19 *		16 *		15 *		17 13 *	
AVG. AUD. BY 1/4 HR. %		10.4 9.5		8.7 8.9		8.2 7.8		9.4 7.1	
TOTAL AUDIENCE (Households (000) & %)		20,490 24.6		18,580 22.3				15,160 18.2	
NBC TV		A TEAM (R)(OP)		REMINGTON STEELE (R)(OP)				ST. ELSEWHERE SPECIAL (R)	
AVERAGE AUDIENCE (Households (000) & %)		15,330 18.4		13,910 16.7*		17.1*		11,830 14.2	
SHARE OF AUDIENCE %		35 33 *		36 *		29 *		26 25 *	
AVG. AUD. BY 1/4 HR. %		15.3 18.2		20.1 19.9		17.0 17.2		13.4 14.1	

TV HOUSEHOLDS USING TV	WK. 1	46.7	46.8	47.3	48.5	49.1	50.4	50.7	51.9	53.9	55.5	56.3	56.9	56.1	55.4	54.7	53.4
(See Def. 1)	WK. 2	47.8	48.9	49.0	50.0	50.0	51.8	54.2	56.7	58.1	59.0	59.1	57.8	55.9	56.1	55.1	52.9

U.S. TV Households: 83,300,000

(1) MAJOR LEAGUE BASEBALL-PRE, NBC, (8:00-8:18PM) (S)

For explanation of symbols, See page A.

EVE.TUE. AUG.16, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{		15,240 18.3		11,500 13.8		11,660 14.0											
ABC TV				FALL GUY (R)		HAMPTONS (OP)		DYNASTY (R)											
AVERAGE AUDIENCE (Households (000) & %)		{		11,330 13.6		7,410 8.9		8,250 9.9											
SHARE OF AUDIENCE %		{		27		12.7*		14.4*		8.7*		9.2*		9.3*		10.5*			
AVG. AUD. BY ¼ HR. %		{		12.0		13.4		14.3		14.5		9.4		7.9		8.7			
TOTAL AUDIENCE (Households (000) & %)		{		9,660 11.6		8,660 10.4		20,240 24.3											
CBS TV				ARCHIE BUNKER'S PLACE (R)		GLORIA (R)(OP)		CBS WEDNESDAY NIGHT MOVIE MARK, I LOVE YOU(R)											
AVERAGE AUDIENCE (Households (000) & %)		{		8,250 9.9		7,580 9.1		12,660 15.2		11.5*		14.4*		17.1*		17.7*			
SHARE OF AUDIENCE %		{		20		18		27		21*		26*		30*		32*			
AVG. AUD. BY ¼ HR. %		{		9.9		9.9		8.9		9.3		11.0		11.9		13.7			
TOTAL AUDIENCE (Households (000) & %)		{		13,830 16.6		16,080 19.3		12,660 15.2		12,990 15.6									
NBC TV				REAL PEOPLE (R)(OP)		FACTS OF LIFE (R)		BUFFALO BILL (OP)		FAMILY TREE (R)									
AVERAGE AUDIENCE (Households (000) & %)		{		9,250 11.1		13,580 16.3		11,080 13.3		9,830 11.8		11.6*		11.6*		11.9*			
SHARE OF AUDIENCE %		{		22		23*		24		21		21*		21*		21*			
AVG. AUD. BY ¼ HR. %		{		9.8		10.7		11.4		12.3		15.8		16.8		13.6			
TOTAL AUDIENCE (Households (000) & %)		{		16,490 19.8		12,410 14.9		11,580 13.9											
ABC TV				FALL GUY (R)		HAMPTONS (OP)		DYNASTY (R)											
AVERAGE AUDIENCE (Households (000) & %)		{		11,560 13.9		8,330 10.0		8,410 10.1											
SHARE OF AUDIENCE %		{		27		13.2*		14.6*		9.6*		10.4*		10.0*		10.3*			
AVG. AUD. BY ¼ HR. %		{		12		13.6		14.3		27*		18*		18*		19*			
TOTAL AUDIENCE (Households (000) & %)		{		9,580 11.8		21,990 26.4													
CBS TV				ARCHIE BUNKER'S PLACE (R)		CBS WEDNESDAY NIGHT MOVIE THE EXORCIST(R) (OP)													
AVERAGE AUDIENCE (Households (000) & %)		{		7,010 8.4		11,411 13.7		10.2*		14.1*		15.4*		15.7*					
SHARE OF AUDIENCE %		{		9.3		9.4		9.7		10.7		14.1		14.1		27*			
AVG. AUD. BY ¼ HR. %		{		9.3		9.4		9.7		10.7		14.1		14.1		15.3			
TOTAL AUDIENCE (Households (000) & %)		{		13,740 16.5		15,910 19.1		13,830 16.6		15,910 19.1									
NBC TV				REAL PEOPLE (R)(OP)		FACTS OF LIFE (R)		BUFFALO BILL		ST. ELSEWHERE (R)									
AVERAGE AUDIENCE (Households (000) & %)		{		9,250 11.1		13,660 16.4		11,830 14.2		12,160 14.6		14.4*		14.7*					
SHARE OF AUDIENCE %		{		21		10.6*		11.6*		22*		26		26*		27*			
AVG. AUD. BY ¼ HR. %		{		10.4		10.8		11.5		11.7		15.4		17.4		14.4			
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1		47.0	48.7	48.6	49.4	48.5	49.9	50.9	52.2	53.9	54.8	55.3	56.4	56.2	56.3	55.9	55.3
		WK 2		48.9	50.0	50.1	50.1	50.2	51.0	52.0	54.3	55.4	57.6	56.8	57.5	56.6	56.0	55.4	54.4

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

EVE. WED. AUG. 17, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. AUG.11, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{															
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
TOTAL AUDIENCE (Households (000) & %)		{															
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
TOTAL AUDIENCE (Households (000) & %)		{															
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	

TOTAL AUDIENCE (Households (000) & %)		{															
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
TOTAL AUDIENCE (Households (000) & %)		{															
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
TOTAL AUDIENCE (Households (000) & %)		{															
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	

TV HOUSEHOLDS USING TV	WK 1	49.6	50.1	48.9	50.8	51.6	52.7	52.9	55.0	55.3	56.3	56.4	57.6	56.0	55.4	53.6	52.1
(See Def. 1)	WK 2	48.6	49.4	48.3	48.8	47.7	49.5	51.6	54.0	55.4	56.5	56.6	57.6	57.7	57.1	55.2	53.7

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.THU. AUG.18, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	17,580 21.1																	
	ABC TV		NFL PRE-SEASON FTBL-ABC NEW YORK GIANTS VS PITTSPURGH (8:00-11:07PM) (OPV-OPV)																	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,500																	
	SHARE OF AUDIENCE %	%	7.8	7.2*			6.9*			7.4*			6.9*		8.7*		9.7*			
W E E K 1	AVG. AUD BY ¼ HR %	%	16	17 *			16 *		15 *			13 *		17 *		19 *				
		%	7.3	7.0	7.0	6.9	7.4	7.4	6.5	7.3	8.4	8.9	9.4	10.0						
	TOTAL AUDIENCE (Households (000) & %)	{	14,330 17.2	DUKES OF HAZZARD (R)(OP)				DALLAS (R)				FALCON CREST (R)								
	CBS TV																			
W E E K 1	AVERAGE AUDIENCE (Households (000) & %)	{	9,660						8,160						9,580					
	SHARE OF AUDIENCE %	%	11.6	10.9*			12.3*		9.8	9.2*		10.5*		11.5	11.3*		11.7*			
	AVG. AUD BY ¼ HR %	%	25	25 *			26 *		19	18 *		20 *		23	22 *		23 *			
		%	10.7	11.1	12.2	12.5	9.4	9.0	10.1	10.8	11.2	11.4	11.4	12.1						
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	11,660 14.0	POWERS OF MATTHEW STAR (R)(OP)				KNIGHT RIDER (R)(OP)				EISCHIED (R)								
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)	{	8,080							12,740					10,660					
	SHARE OF AUDIENCE %	%	9.7	9.4*			10.0*		15.3	14.4*		16.1*		12.8	12.8*		12.7*			
W E E K 1	AVG. AUD BY ¼ HR %	%	21	21 *			21 *		30	29 *		31 *		25	25 *		25 *			
		%	9.2	9.7	9.6	10.4	13.3	15.5	16.0	16.3	12.9	12.7	12.7	12.7						
	TOTAL AUDIENCE (Households (000) & %)	{	18,490 22.2	ABC NFL PRE-SEASON FTBL MIAMI VS WASHINGTON (8:00-11:20PM) (OPV-OPV)																
	ABC TV																			
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{	7,500																	
	SHARE OF AUDIENCE %	%	9.0	7.9*			8.7*			9.6*			9.1*		9.7*		9.4*			
	AVG. AUD BY ¼ HR %	%	19	20 *			19 *		28	27 *		29 *		23	22 *		24 *			
		%	7	8.2	8.9		8.5		9.4	9.7	9.6		8.6		9.7	9.7	9.3	9.5		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	16,160 19.4	DUKES OF HAZZARD (R)(OP)				DALLAS (R)				FALCON CREST (R)								
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)	{	10,910																	
	SHARE OF AUDIENCE %	%	13.1	12.0*			14.2*		10,160	12.2	11.9*		12.5*		12.5*		12.6*			
W E E K 2	AVG. AUD BY ¼ HR %	%	11.1	12.0	13.9		14.1		12.1	11.6	12.3		12.8		12.6	12.5	12.7			
	TOTAL AUDIENCE (Households (000) & %)	{	11,500 13.8																	
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)	{	7,750																	
W E E K 2	SHARE OF AUDIENCE %	%	9.3	9.0*			9.6*		12,080	14.5	13.8*		15.3*		11.3*		11.9*			
	AVG. AUD BY ¼ HR %	%	19	20 *			19 *		28	27 *		29 *		23	22 *		24 *			
	TOTAL AUDIENCE (Households (000) & %)	{	11,500 13.8																	
	ABC TV																			
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{	9,300																	
	SHARE OF AUDIENCE %	%	10.7	10.0*			11.1*		12,740	14.5	13.8*		15.3*		11.3*		11.9*			
	AVG. AUD BY ¼ HR %	%	21	21 *			21 *		30	29 *		31 *		25	25 *		25 *			
		%	8.8	9.2	9.3		10.0		13.2	14.3	15.3		15.3		11.3	11.3	11.8	12.0		

TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	43.6	43.2	43.3	44.2	44.0	44.6	46.4	48.1	49.2	50.5	52.0	52.6	52.0	51.7	50.0	49.8
		WK 2	45.4	45.5	43.7	44.9	45.0	46.9	48.8	50.0	50.8	51.6	53.0	52.7	50.6	50.2	50.0	49.5

U.S. TV Households 83,300,000

For explanation of symbols See page A

EVE. FRI. AUG. 19, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					12,500 15.0				14,910 17.9				15,910 19.1			
	ABC TV						T J HOOKER (R)(OP)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					8,660 10.4	9.2*		11,910 14.3	13.5*			15,110 18.6*	12,160 14.6	14.0*		15.2*
	SHARE OF AUDIENCE AVG. AUD BY ¼ HR	%					23 8.8	21*	25*	28 12.0	27*	14.1	14.9	29*	29 13.6	27*	14.3	31*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					7,250 8.7		5,580 6.7		13,910 16.7							
	CBS TV						FAERIES (R)(OP)		KUDZU (R)(OP)		CBS SAT NIGHT MOVIE THE PASSAGE							
	AVERAGE AUDIENCE (Households (000) & %)	{					5,830 7.0		4,410 5.3		8,080 9.7	9.0*		9.3*		10.1*		10.3*
	SHARE OF AUDIENCE AVG. AUD BY ¼ HR	%					16 7.3	6.7	11 5.3	5.4	19 8.5	18*	9.1	18*	10.2	20*	10.4	21*
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					11,080 13.3		11,160 13.4		10,160 12.2				8,330 10.0			
	NBC TV						DIFF'RENT STROKES SAT (R)		SILVER SPOONS (R)(OP)		QUINCY, M.E. (R)				MONITOR (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					8,830 10.6		9,580 11.5		7,330 8.8	8.5*		9.1*	5,410 6.5	6.5*		6.6*
	SHARE OF AUDIENCE AVG. AUD BY ¼ HR	%					24 9.6	11.6	25 11.3	11.7	17 8.6	17*	9.0	18*	13 6.6	13*	6.4	13*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					11,410 13.7				15,740 18.9				13,990 16.8			
	ABC TV						T.J. HOOKER (R)(OP)				LOVE BOAT (R)(OP)				ABC NEWS CLOSEUP THE COCAINE CARTEL			
	AVERAGE AUDIENCE (Households (000) & %)	{					7,910 9.5	8.7*		11,830 14.2	13.4*			15.1*	9,660 11.6	11.6*		11.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR	%					21 8.2	20*	23*	29 12.5	28*	14.3	14.9	30*	23 11.6	23*	11.5	23*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					19,740 23.7											
	CBS TV						CBS SAT NIGHT MOVIE A RUMOR OF WAR(R) (OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{					8,080 9.7	7.9*		8.2*		9.3*		10.3*		11.1*		11.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR	%					20 8.1	18*	18*	8.4	20*	9.5	10.1	20*	10.5	22*	11.0	23*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					8,830 10.6		8,830 10.6		19,490 23.4							
	NBC TV						DIFF'RENT STROKES-SAT (R)		FACTS OF LIFE SPECIAL (R)(OP)		NFL PRE-SEAS FTBL-NBC-SAT PITTSBURGH VS DALAS (9:00-12:00MD)							
	AVERAGE AUDIENCE (Households (000) & %)	{					7,160 8.6		7,160 8.6		8,580 10.3	8.6*		9.4*		11.0*		11.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR	%					20 8.0	9.1	19 8.7	8.6	21 8.5	19*	9.0	19*	11.2	22*	10.9	22*
TV HOUSEHOLDS USING TV			WK. 1	40.5	41.3	41.5	42.3	43.1	44.9	45.9	47.3	49.3	50.6	51.0	51.7	51.3	51.1	50.0
(See Def. 1)			WK. 2	41.0	41.0	40.6	41.8	42.4	43.4	45.1	46.0	46.8	48.4	50.1	51.1	51.3	51.5	50.7

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 4,580
(Households (000) & %) { 5.5

ABC TV

WEEKEND
REPORT
SAT.

AVERAGE AUDIENCE { 4,330
(Households (000) & %) { 5.2
SHARE OF AUDIENCE % 12
AVG. AUD. BY ¼ HR. % 5.2

W

TOTAL AUDIENCE {
(Households (000) & %) {

E

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE { 10,250
(Households (000) & %) { 12.3

NBC TV

10,250
12.3

SATURDAY NIGHT
(11:30-12:53AM)(R)
(SUSTAINING 12:53-1:00AM)

AVERAGE AUDIENCE { 5,580
(Households (000) & %) { 6.7
SHARE OF AUDIENCE % 21
AVG. AUD. BY ¼ HR. % 6.9

5,580

6.7

7.2*

6.7*

5.9*

21

20 *

21 *

22 *

6.9

7.6

7.2

6.3

6.1

5.6

TOTAL AUDIENCE { 3,670
(Households (000) & %) { 4.4

ABC TV

ABC
WEEKEND
REPORT-
SAT

AVERAGE AUDIENCE { 3,500
(Households (000) & %) { 4.2
SHARE OF AUDIENCE % 9
AVG. AUD. BY ¼ HR. % 4.2

W

TOTAL AUDIENCE {
(Households (000) & %) {

E

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE { 7,500
(Households (000) & %) { 9.0

NBC TV

NFL PRE-SEAS FTBL-NBC-SAT
PITTSBURGH VS DALLAS
(9:00-12:00AM)

SATURDAY NIGHT
(12:28-1:51AM)(R)
(SUSTAINING 1:51-2:00AM)

AVERAGE AUDIENCE { 3,830
(Households (000) & %) { 4.6
SHARE OF AUDIENCE % 19
AVG. AUD. BY ¼ HR. % 5.2

11.5*

10.1*

3,830

4.6

5.1*

4.5*

3.9*

23 *

24 *

19

18 *

20 *

22 *

12.1

11.0

11.2

9.0

5.2

5.0

5.2

4.6

4.4

4.1

3.4

TV HOUSEHOLDS USING TV	WK 1	44.7	41.7	37.1	34.6	32.3	30.3	27.2	24.7	21.5	19.4	16.8	14.3	11.9	10.8	9.5	8.9
(See Def. 1)	WK 2	47.6	45.6	39.2	36.1	33.2	31.9	28.2	25.5	22.3	20.0	16.7	14.6	12.4	10.1	8.7	7.8

U.S. TV Households. 83,300,000

For explanation of symbols, See page A

EVE.SAT. AUG.20, 1983

TIME	7 00	7 15	7 30	7 45	8 00	8 15	8 30	8 45	9 00	9 15	9 30	9 45	10 00	10 15	10 30	10 45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	11,160 13.4			14,990 18.0			18,740 22.5							
	ABC TV		RIPLEY'S BELIEVE IT-NOT (R)				MATT HOUSTON (R)(OP)				ABC SUNDAY NIGHT MOVIE MIDNIGHT EXPRESS(R) (9:00-11:29PM) (OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{	7,080 8.5	7.8*		10,660 12.8	11.4*		9,830 11.8	11.3*		11.2*		11.6*		12.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	19 7.5	17* 8.1	9.3* 8.7	25 9.8	23* 9.8	26* 10.7	21 11.4	20* 11.1	11.0	19* 11.3	11.7	20* 11.6	11.8	22* 12.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	18,330 22.0			15,160 18.2		20,990 25.2			18,330 22.0		20,240 24.3			
	CBS TV		60 MINUTES (R)				ONE DAY AT A TIME (R)(OP)				JEFFERSONS (R)		NEWHART (R)		TRAPPER JOHN, M.D. (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{	12,740 15.3	14.3*		11,910 14.3	14.9	14,990 18.0	16.0*		16,330 19.6		15,910 19.1	18.9*		19.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	34 13.5	32* 15.1	16.2* 16.2	35* 16.2	29 13.4	32 15.2	29* 15.4	35* 16.6	33 19.3	33* 20.0	34 18.6	33* 19.3	35* 19.5	35* 19.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	11,160 13.4			24,410 29.3										
	NBC TV		(1) (-OP)	NBC REPORTS, BATAAN (7:21-8:21PM) (R)(OP)(-OP)				NBC SUNDAY NIGHT MOVIE A BRIDGE TOO FAR(R) (8:21-11:21PM) (OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{	6,330 7.6			12,330 14.8		11.7*		13.7*		15.7*		16.8*		16.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	16 10.4		6.1* 5.7	13* 6.4	27 10.2	22* 11.4	24* 11.5	27* 12.0	27* 13.4	29* 14.0	29* 15.0	30* 16.3	30* 17.0	30* 16.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	10,000 12.0			13,830 16.6			21,660 26.0							
	ABC TV		RIPLEY'S BELIEVE IT-NOT (R)				MATT HOUSTON (R)(OP)				ABC SUNDAY NIGHT MOVIE THE BIG RED ONE(R) (OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{	6,750 8.1	7.6*		9,910 11.9	10.8*		13,080 15.7	14.8*		15.8*		16.3*		15.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	17 7.3	17* 7.9	8.6* 8.2	18* 9.0	23 10.3	21* 11.4	28 12.4	26* 13.4	27* 15.0	27* 14.6	29* 15.4	29* 16.2	29* 16.2	29* 16.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	18,660 22.4			15,160 18.2		14,990 18.0	18,490 22.2		16,910 20.3		18,740 22.5			
	CBS TV		60 MINUTES (R)				ALICE (R)				ONE DAY AT A TIME (R)(OP)		JEFFERSONS (R)		NEWHART (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{	13,990 16.8	16.0*		12,740 15.3	15.8	13,160 15.8	16,160 19.4	14.8*	15,080 18.1		15,330 18.4	18.5*		18.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	36 15.5	35* 16.5	17.5* 17.4	36* 17.5	30 15.1	29 15.5	34 18.6	26* 20.2	31 17.8	31 18.5	33 18.3	33* 18.6	33* 18.3	33* 18.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	8,160 9.8			19,990 24.0										
	NBC TV		POWERS OF MATTHEW STAR (R)				NBC SUNDAY NIGHT MOVIE THE TOWERING INFERNO(R) (OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{	5,160 6.2	5.5*		10,080 12.1	9.9*		10.7*		11.8*		13.2*		13.3*	13.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13 5.3	12* 5.7	6.8* 6.7	14* 7.0	22 9.7	20* 10.0	20* 10.6	20* 10.9	20* 11.4	23* 12.2	23* 12.9	23* 13.5	23* 13.4	25* 14.0
TV HOUSEHOLDS USING TV			WK 1	44.5	45.3	45.7	46.9	48.4	50.8	53.3	55.1	57.2	58.5	58.1	59.2	57.7
(See Def. 1)			WK 2	45.4	46.3	47.8	48.4	50.0	51.1	52.7	55.0	57.1	58.0	57.1	58.1	57.2

U.S. TV Households: 83,300,000

(1)NFL PRE SEASON FTBL-NBC, NEW ENGLAND VS SAN FRANCISCO, NBC, (4:00-7:21PM)(S)

For explanation of symbols, See page A

TIME	11 00	11 15	11:30	11.45	12 00	12:15	12 30	12 45	1 00	1.15	1:30	1.45	2 00	2.15	2 30	2 45
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TOTAL AUDIENCE (Households (000) & %)	{	2,000 2.4		
ABC TV		ABC SUNDAY NIGHT MOV E	ABC WEEKEND REPORT SUN	
AVERAGE AUDIENCE (Households (000) & %)	{	2,000 2.4		
SHARE OF AUDIENCE %	%	7		
AVG AUD. BY 1/4 HR.	%	13.2	2.9	2.3

W

E

E

K

1

TOTAL AUDIENCE (Households (000) & %)	{	5,330 6.4		
CBS TV		CBS SUNDAY NEWS 530-600		
AVERAGE AUDIENCE (Households (000) & %)	{	5,250 6.3		
SHARE OF AUDIENCE %	%	13		
AVG. AUD. BY 1/4 HR.	%	6.3		
TOTAL AUDIENCE (Households (000) & %)	{	1,670 2.0		
NBC TV		NBC SUNDAY NIGHT MOVIE A BRIDGE TOO FAR(R) (8 21-11:21PM)	NBC LATE NIGHT MOVIE GOIN' SOUTH(R) (11:51-12 30AM) (SUSSTAINING 12 30-1 51AM)	
AVERAGE AUDIENCE (Households (000) & %)	{	15.5*	1,170 1.4	1.4*
SHARE OF AUDIENCE %	%	31 *	6	6 *
AVG AUD. BY 1/4 HR.	%	16.5	13.0	1.4

TOTAL AUDIENCE (Households (000) & %)	{	3,000 3.6		
ABC TV		ABC WEEKEND REPORT SUN		
AVERAGE AUDIENCE (Households (000) & %)	{	3,170 3.8		
SHARE OF AUDIENCE %	%	8		
AVG. AUD. BY 1/4 HR.	%	3.8		

W

E

E

K

2

TOTAL AUDIENCE (Households (000) & %)	{	5,750 6.9		
CBS TV		CBS SUNDAY NEWS 530-600		
AVERAGE AUDIENCE (Households (000) & %)	{	1,4		
SHARE OF AUDIENCE %	%	1.4		
AVG. AUD. BY 1/4 HR.	%	6.4		
TOTAL AUDIENCE (Households (000) & %)	{	2,170 2.6		
NBC TV		NBC LATE NIGHT MOVIE HUNT TO KILL(R) (SUSSTAINING 12-27-1 30AM)		
AVERAGE AUDIENCE (Households (000) & %)	{	1,250 1.5	1.4*	1.6*
SHARE OF AUDIENCE %	%	5	5 *	7 *
AVG. AUD. BY 1/4 HR.	%	1.4	1.3	1.5

TV HOUSEHOLDS USING TV	WK. 1	49.9	43.2	34.5	28.5	24.7	22.5	20.8	18.8	16.2	14.5	13.1	11.1	9.0	7.4	6.5	6.0
(See Def. 1)	WK. 2	47.0	41.9	33.3	28.3	25.0	22.9	20.9	19.3	17.1	15.5	12.9	11.0	9.3	7.9	6.5	5.4

U.S. TV Households 83,300,000

For explanation of symbols, See page A

EVE.SUN. AUG.21, 1983

TIME	7 00	7 15	7 30	7 45	8 00	8 15	8 30	8 45	9 00	9 15	9 30	9 45	10 00	10 15	10 30	10 45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		3,420 4.1		4,830 5.8																										
	ABC TV		{		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)																										
	AVERAGE AUDIENCE (Households (000) & %)		{		2,580 3.1		3,830 4.6																										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		22 3.1 3.2		24 4.6 4.7																										
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		3,500 4.2		3,580 4.3		4,300 5.1		4,330 5.2																						
	CBS TV		{		CBS MORNING NEWS 1		CBS MORNING NEWS 2		\$25,000 PYRAMID		CHILD'S PLAY																						
	AVERAGE AUDIENCE (Households (000) & %)		{		2,830 3.4		2,830 3.4		3,920 4.7		3,500 4.2																						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		24 3.4 3.5		17 3.4 3.5		20 4.6 4.8		17 4.1 4.4																						
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{		2,500 3.0		3,420 4.1		5,910 7.1		5,910 7.1																						
	NBC TV		{		TODAY SHOW 7 30AM (CO-OP) (PARTICIPATING)		TODAY SHOW 8 30AM (CO-OP) (PARTICIPATING)		DIFF'RENT STROKES M-F		SALE OF THE CENTURY																						
	AVERAGE AUDIENCE (Households (000) & %)		{		1,920 2.3		2,670 3.2		5,000 6.0		5,000 6.0																						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		16 2.3 2.4		16 3.1 3.3		26 5.6 6.4		24 5.9 6.1																						
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{		4,170 5.0		5,330 6.4																										
	ABC TV		{		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)																										
	AVERAGE AUDIENCE (Households (000) & %)		{		3,250 3.9		4,410 5.3																										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		25 3.8 4.0		25 5.3 5.3																										
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{		3,580 4.3		3,500 4.2		5,160 6.2		4,660 5.6																						
	CBS TV		{		CBS MORNING NEWS 1		CBS MORNING NEWS 2		\$25,000 PYRAMID		CHILD'S PLAY																						
	AVERAGE AUDIENCE (Households (000) & %)		{		2,920 3.5		2,920 3.5		4,330 5.2		3,920 4.7																						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		20 3.6 3.5		20 3.6 3.5		20 5.0 5.4		18 4.6 4.8																						
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{		3,250 3.9		4,170 5.0		6,250 7.5		6,080 7.3																						
	NBC TV		{		TODAY SHOW 7 30AM (CO-OP) (PARTICIPATING)		TODAY SHOW 8 30AM (CO-OP) (PARTICIPATING)		DIFF'RENT STROKES M-F		SALE OF THE CENTURY																						
	AVERAGE AUDIENCE (Households (000) & %)		{		2,580 3.1		3,420 4.1		5,330 6.4		5,160 6.2																						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		20 3.0 3.2		20 4.0 4.1		25 6.0 6.7		24 6.1 6.1																						
TV HOUSEHOLDS USING TV WK. 1																		8 6	9 9	11.0	11.8	13 5	15.7	17 2	18 3	19 7	21.0	21 7	22 6	23 1	23 8	23 8	24.6
(See Def. 1) WK. 2																		9.4	10 8	12.4	13.7	15 5	17.8	19.1	20.0	21.2	23.1	23.6	24 3	24 9	26.0	25.7	26 2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

TIME	11 00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2 00	2 15	2 30	2 45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,910 5.9	3,420 4.1	4,580 5.5	4,750 5.7	10,250 12.3	8,660 10.4								
	ABC TV		TOO CLOSE COMFORT DAYTIME	LOVING	FAMILY FEUD	RYAN'S HOPE	ALL MY CHILDREN (OP)	ONE LIFE TO LIVE >(SUS-OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{	4,170 5.0	2,830 3.4	3,610 4.4	3,920 4.7	7,660 9.2	6,580 7.9								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR %		20 4.9	13 5.1	15 3.4	16 4.3	29 8.2	27* 9.0	31* 9.8	27 8.1	26* 7.7	28* 7.9*	28* 8.1			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,830 8.2	9,660 11.6	10,580 12.7	8,000 9.6	5,330 6.4									
	CBS TV		PRICE IS RIGHT 1	PRICE IS RIGHT 2 (OP)	YOUNG AND THE RESTLESS	AS THE WORLD TURNS	CAPITOL >(SUS-OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{	5,910 7.1	8,250 3.9	7,830 9.4	6,250 7.5	4,830 5.8									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR %		28 6.6	38 7.5	33 9.3	34* 9.4	24 7.6	25* 7.4	24* 7.5	20 5.8	20 5.8	20* 5.4	20* 5.4			
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	7,080 8.5	5,500 6.6	5,160 6.2	4,700 5.0	7,250 8.7	6,160 7.4								
	NBC TV		WHEEL OF FORTUNE	DREAM HOUSE	FACTS OF LIFE M-F	SEARCH FOR TOMORROW	DAYS OF OUR LIVES	ANOTHER WORLD >(SUS-OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{	6,080 7.3	4,580 5.5	4,410 5.3	3,330 4.0	5,410 6.5	4,580 5.5								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR %		29 7.2	21 7.3	19 5.4	14 5.6	21 6.1	19* 5.8	22* 6.9	19* 5.5	20* 5.6	20* 5.4	20* 5.4			

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,080 6.1	3,830 4.6	4,830 5.8	5,160 6.2	11,000 13.2	9,000 10.8					
	ABC TV		TOO CLOSE- COMFORT DAYTIME	LOVING	FAMILY FEUD	RYAN'S HOPE	ALL MY CHILDREN OP	ONE LIFE TO LIVE					
	AVERAGE AUDIENCE (Households (000) & %)	{	4,170 5.0	3,250 3.9	4,000 4.8	4,250 5.1	8,410 10.1	6,830 8.2	8.1*	8.2*			
	SHARE OF AUDIENCE % AVG AUD. BY ¼ HR %		19 4.9	15 5.1	17 3.9	18 5.0	31 9.0	29* 10.0	33* 10.8	27 10.6	26* 9.4	28* 8.1	28* 8.3
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	7,080 8.5	9,330 11.2	9,580 11.5	7,660 9.2	5,580 6.7						
	CBS TV		PRICE IS RIGHT 1	PRICE IS RIGHT 2 (OP)	YOUNG AND THE RESTLESS	AS THE WORLD TURNS	CAPITOL						
	AVERAGE AUDIENCE (Households (000) & %)	{	6,000 7.2	8,000 3.6	7,160 8.6	6,080 7.3	4,910 5.9						
	SHARE OF AUDIENCE % AVG AUD. BY ¼ HR %		27 6.8	36 7.7	30 9.3	31* 9.8	23 7.6	22* 7.2	24* 5.8	20 6.0			
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	7,330 8.8	5,160 6.2	5,560 6.7	3,750 4.5	7,000 8.4	6,100 7.2					
	NBC TV		WHEEL OF FORTUNE	DREAM HOUSE	FACTS OF LIFE M-F	SEARCH FOR TOMORROW	DAYS OF OUR LIVES	ANOTHER WORLD					
	AVERAGE AUDIENCE (Households (000) & %)	{	6,250 7.5	4,500 5.4	4,750 5.7	3,170 3.8	5,560 6.6	4,580 5.5					
	SHARE OF AUDIENCE % AVG AUD. BY ¼ HR %		28 7.5	20 7.5	20 5.3	13 5.5	20 3.9	19* 3.7	21* 6.5	20* 5.5	20* 5.6	20* 5.4	

TV HOUSEHOLDS USING TV (See Def 1)	WK 1	25.1	26.0	26.0	2.2	28.8	29.9	29.3	30.1	30.5	30.6	30.8	31.0	31.1	31.2	31.3
	WK 2	26.2	26.9	26.6	2.5	28.6	29.8	28.9	29.5	31.1	32.6	32.1	32.2	32.3	32.4	32.5

U.S. TV Households 83,300,000

For explanation of symbols See page A

		TV HOUSEHOLDS USING TV (See Def. 1)															
		WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16
WEEK 1	ABC TV	29.6	31.2	32.1	32.6	31.3	32.4	32.8	34.1	35.8	37.7	39.3	41.0	43.0	45.1	45.3	45.8
	TOTAL AUDIENCE (Households (000) & %)	10,500 12.6				3,830 4.6											
	GENERAL HOSPITAL																
	EDGE OF NIGHT																
WEEK 2	ABC TV	29.6	31.2	32.1	32.6	31.3	32.4	32.8	34.1	35.8	37.7	39.3	41.0	43.0	45.1	45.3	45.8
	TOTAL AUDIENCE (Households (000) & %)	10,500 12.6				3,830 4.6											
	GENERAL HOSPITAL																
	EDGE OF NIGHT																
WEEK 3	ABC TV	29.6	31.2	32.1	32.6	31.3	32.4	32.8	34.1	35.8	37.7	39.3	41.0	43.0	45.1	45.3	45.8
	TOTAL AUDIENCE (Households (000) & %)	10,500 12.6				3,830 4.6											
	GENERAL HOSPITAL																
	EDGE OF NIGHT																
WEEK 4	ABC TV	29.6	31.2	32.1	32.6	31.3	32.4	32.8	34.1	35.8	37.7	39.3	41.0	43.0	45.1	45.3	45.8
	TOTAL AUDIENCE (Households (000) & %)	10,500 12.6				3,830 4.6											
	GENERAL HOSPITAL																
	EDGE OF NIGHT																
WEEK 5	ABC TV	29.6	31.2	32.1	32.6	31.3	32.4	32.8	34.1	35.8	37.7	39.3	41.0	43.0	45.1	45.3	45.8
	TOTAL AUDIENCE (Households (000) & %)	10,500 12.6				3,830 4.6											
	GENERAL HOSPITAL																
	EDGE OF NIGHT																
WEEK 6	ABC TV	29.6	31.2	32.1	32.6	31.3	32.4	32.8	34.1	35.8	37.7	39.3	41.0	43.0	45.1	45.3	45.8
	TOTAL AUDIENCE (Households (000) & %)	10,500 12.6				3,830 4.6											
	GENERAL HOSPITAL																
	EDGE OF NIGHT																
WEEK 7	ABC TV	29.6	31.2	32.1	32.6	31.3	32.4	32.8	34.1	35.8	37.7	39.3	41.0	43.0	45.1	45.3	45.8
	TOTAL AUDIENCE (Households (000) & %)	10,500 12.6				3,830 4.6											
	GENERAL HOSPITAL																
	EDGE OF NIGHT																
WEEK 8	ABC TV	29.6	31.2	32.1	32.6	31.3	32.4	32.8	34.1	35.8	37.7	39.3	41.0	43.0	45.1	45.3	45.8
	TOTAL AUDIENCE (Households (000) & %)	10,500 12.6				3,830											

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					2,330 2.8		3,330 4.0		4,910 5.9		6,000 7.2		5,910 7.1		6,910 8.3	
	ABC TV						SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE 1		PAC-MAN/RASCALS/ RICHIE 2		PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR 1		SCOOBY DOO/PUPPY HOUR-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,750 2.1		2,500 3.0		4,000 4.8		4,750 5.7		4,750 5.7		5,830 7.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					19 1.8	2.3	23 2.6	3.5	27 4.6	5.0	28 5.7	5.7	25 5.5	6.0	28 7.1	6.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	1,080 1.3				1,580 1.9		2,080 2.5		2,130 2.8		3,580 4.3		5,250 6.3		5,160 6.2	
	CBS TV						POPEYE/OLIVE COMEDY SHOW (OP)		PANDAMONIUM (OP)		MEATBALL & SPAGHETTI (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		DUKES (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{	500 .6	<<		.9*	1,170 1.4		1,580 1.9		1,580 1.9		2,420 2.9		4,250 5.1		4,080 4.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	10 <<	<<	.6	13 *	13 1.4	1.4	14 1.9	1.8	11 1.6	2.2	14 2.3	3.5	22 5.1	5.1	20 4.8	5.1
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					2,500 3.0		3,170 3.8		4,660 5.6		5,660 6.8		5,250 6.3		4,660 5.6	
	NBC TV						FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,750 2.1		2,500 3.0		3,670 4.4		4,580 5.5		4,410 5.3		3,830 4.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					19 1.7	2.6	23 2.8	3.1	25 4.0	4.7	27 5.4	5.6	23 5.1	5.6	19 4.5	4.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					1,830 2.2		3,250 3.9		4,250 5.1		4,660 5.6		4,910 5.9		5,830 7.0	
	ABC TV						SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR 1		SCOOBY DOO/PUPPY HOUR 2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,500 1.8		2,580 3.1		3,420 4.1		4,080 4.9		3,580 4.3		4,910 5.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					17 1.7	2.0	21 2.9	3.2	23 3.9	4.2	23 4.8	4.9	19 4.3	4.4	26 5.9	5.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	1,920 2.3				1,750 2.1		2,670 3.2		3,000 3.6		3,670 4.4		4,910 5.9		4,500 5.4	
	CBS TV						POPEYE/OLIVE COMEDY SHOW (OP)		PANDAMONIUM (OP)		MEATBALL & SPAGHETTI (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		DUKES (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{	1,000 1.2	1.0*		1.4*	1,110 1.6		1,920 2.3		2,250 2.7		3,080 3.7		4,080 4.9		3,750 4.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	19 .9	20 *		19 *	18 1.6		18 2.3		15 2.6	2.9	18 3.2	4.1	22 4.7	5.1	20 4.5	4.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					2,400 3.0		4,100 4.8		5,750 6.9		6,080 7.3		6,910 8.3		5,330 6.4	
	NBC TV						FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,920 2.3		3,330 4.0		4,500 5.4		5,160 6.2		5,660 6.8		4,170 5.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					22 2.0	2.7	27 3.8	4.3	30 5.0	5.9	30 6.3	6.2	30 6.7	6.8	22 5.0	5.0

TV HOUSEHOLDS USING TV	WK 1	5.5	6.2	7.1	9.0	11.1	13.3	13.9	15.2	17.4	19.6	21.0	22.2	22.7	24.0	24.5	24.7
(See Def. 1)	WK. 2	5.7	6.6	8.0	9.6	10.6	12.5	15.0	16.6	18.0	20.0	20.6	22.5	22.1	23.0	22.9	23.5

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

DAY SAT. AUG. 20, 1983

NIELSEN NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG. 13, 1983

		11:30 12:45 1:15 1:30 1:45 2:00 2:15 2:30 2:45																
W	TOTAL AUDIENCE (Households (000) & %)		6,160 7.4		6,250 7.5		4,910 5.9		6,000 7.2									
	ABC TV		WORK/LAVERNE/FONZ HOUR 1		WORK/LAVERNE/FONZ HOUR 2 (OP)		ABC WEEKEND SPECIALS		THE GHOST OF THOMAS KEMPE, PART 1		AMERICAN BANDSTAND '83							
	AVERAGE AUDIENCE (Households (000) & %)		5,160 6.2		5,410 6.5		4,170 5.0		3,420 4.1		4.0*		4.1*					
	SHARE OF AUDIENCE %		25		25		20		16		16*		15*					
E	TOTAL AUDIENCE (Households (000) & %)		6,580 7.9		6,660 8.0		6,160 7.4		5,330 6.4		4,910 5.9		2,830 3.4					
	CBS TV		BUGS BUNNY/ROAD RUNNER 3 (OP)		BUGS BUNNY/ROAD RUNNER 4 (OP)		GILLIGAN'S PLANET (OP)		NEW FAT ALBERT SHOW (OP)		BLACKSTAR (OP)		CBS CHILDREN'S FILM FEST THE VIOLIN					
	AVERAGE AUDIENCE (Households (000) & %)		5,330 6.4		5,750 6.9		5,080 6.1		4,500 5.4		4,170 5.0		2,250 2.7					
	SHARE OF AUDIENCE %		26		27		24		21		18		10					
K	TOTAL AUDIENCE (Households (000) & %)		7,500 9.0												4,250 5.1		13,660 16.4	
	NBC TV												WORLD CHMP TRACK FIELD SA		NBC MAJOR LEAGUE BASEBALL			
	AVERAGE AUDIENCE (Households (000) & %)		3,250 3.9		3.7*		3.5*		4.0*		4.3*		4,000 4.8		5,910 7.1			
	SHARE OF AUDIENCE %		16		15*		14*		16*		17*		18		25			
I	TOTAL AUDIENCE (Households (000) & %)		3.9		3.5		3.6		3.5		4.1		4.0		4.4			
	ABC TV		WORK/LAVERNE/FONZ HOUR-1		WORK/LAVERNE/FONZ HOUR-2 (OP)		ABC WEEKEND SPECIALS		THE GHOST OF THOMAS KEMPE, PART 2		AMERICAN BANDSTAND '83							
	AVERAGE AUDIENCE (Households (000) & %)		3,750 4.5		3,750 4.5		4,330 5.2		3,330 4.0		3.4*		4.5*					
	SHARE OF AUDIENCE %		19		18		20		15		12*		16*					
W	TOTAL AUDIENCE (Households (000) & %)		4,910 5.9		4,410 5.3		3,000 3.6		3,750 4.5		9,660 11.6							
	CBS TV		B BUNNY/R. RINER 3(B) (OP)		B BUNNY/R. RINER 4(B) (OP)		GILLIGAN'S PLANET(B) (OP)		NEW FAT ALBERT SHOW(B) (OP)		PAN AMERICAN GAMES-SAT							
	AVERAGE AUDIENCE (Households (000) & %)		3,750 4.4		3,750 4.4		2,900 2.9		3,330 3.6		3,330 4.6		4.5*					
	SHARE OF AUDIENCE %		18		18		11		13		16		17*					
E	TOTAL AUDIENCE (Households (000) & %)		4,330 5.2		4,500 5.4		3,670 4.4		3,000 3.6		5,330 6.4		13,410 16.1					
	NBC TV		HULK/SPIDERMAN 1		HULK/SPIDERMAN 2 (OP)		THUNDARR		FLASH GORDON		(2) (OP)		NBC MAJOR LEAGUE BASEBALL					
	AVERAGE AUDIENCE (Households (000) & %)		3,670 4.4		4,000 4.8		3,000 3.6		2,500 3.0		4,750 5.7		5,500 6.6					
	SHARE OF AUDIENCE %		18		19		14		11		21		22					
K	TOTAL AUDIENCE (Households (000) & %)		4.3		4.6		4.2		4.5		2.8		3.1					
	ABC TV		WORK/LAVERNE/FONZ HOUR-1		WORK/LAVERNE/FONZ HOUR-2 (OP)		ABC WEEKEND SPECIALS		THE GHOST OF THOMAS KEMPE, PART 2		AMERICAN BANDSTAND '83							
	AVERAGE AUDIENCE (Households (000) & %)		3,750 4.5		3,750 4.5		4,330 5.2		3,330 4.0		3.4*		4.5*					
	SHARE OF AUDIENCE %		19		18		20		15		12*		16*					
2	TOTAL AUDIENCE (Households (000) & %)		4,330 5.2		4,500 5.4		3,670 4.4		3,000 3.6		5,330 6.4		13,410 16.1					
	NBC TV		HULK/SPIDERMAN 1		HULK/SPIDERMAN 2 (OP)		THUNDARR		FLASH GORDON		(2) (OP)		NBC MAJOR LEAGUE BASEBALL					
	AVERAGE AUDIENCE (Households (000) & %)		3,670 4.4		4,000 4.8		3,000 3.6		2,500 3.0		4,750 5.7		5,500 6.6					
	SHARE OF AUDIENCE %		18		19		14		11		21		22					
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	25.0	25.1	24.9	26.0	25.4	25.6	25.2	26.3	26.8	27.5	27.5	28.1	28.7	30.0	31.1	30.6
		WK. 2	23.5	24.8	24.7	24.9	25.9	27.1	27.5	27.7	27.1	27.4	27.5	27.5	28.3	29.9	30.1	31.4

U.S. TV Households: 83,300,000

(1) NBC SPORTS-30 ROCK, NBC, (1:00-1:17PM)

(2) NBC SPORTS-30 ROCK, NBC, (1:00-1:18PM)

For explanation of symbols, See page A.

DAY SAT. AUG. 20, 1983

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		3,080 3.7		11,000 13.2		SPORTSBEAT								ABC WIDE WORLD-SPORTS SAT							
	ABC TV		{		2,330 2.8		5,910 7.1		6.3*		7.1*		7.8*											
	AVERAGE AUDIENCE (Households (000) & %)		{		9 2.7		19 5.8		18 *		20 *		20 *											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		2.7		2.8		5.8		6.9		7.3		7.8									
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		6,580 7.9		6,330 7.6		TRAVERS STAKES								CBS SAT NEWS-SCHIEFFER							
	CBS TV		{		4,330 5.2		5,500 6.6		5.2*		5.2*		5.2*											
	AVERAGE AUDIENCE (Households (000) & %)		{		16 5.4		17 6.2		16 *		15 *		15 *											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		5.4		5.1		5.5		4.9		6.2		7.0									
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		12,160 14.6		5,750 6.9		NBC MAJOR LEAGUE BASEBALL								WORLD CHMP. TRACK&FIELD SA				NBC NIGHTLY NEWS-SAT			
	NBC TV		{		5,410 6.5		5,080 6.1		6.4*		6.7*		6.5*		6.6*									
	AVERAGE AUDIENCE (Households (000) & %)		{		20 6.2		15 5.8		21 *		22 *		20 *		19 *									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		8.2		8.3		6.8		6.2		6.2		6.6		6.9							

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		3,250 3.9		8,250 9.9		ABC WIDE WRLO-SPT-SPEC																											
	ABC TV		{		2,420 2.9		4,000 4.8		5.1*		4.8*		4.5*																							
	AVERAGE AUDIENCE (Households (000) & %)		{		9 3.2		13 4.9		14 *		13 *		12 *																							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		3.2		2.6		4.9		5.3		4.9		4.6		4.6		4.4																	
K 2	TOTAL AUDIENCE (Households (000) & %)		{		19,990 24.0		5,910 7.1		CBS SAT. NEWS SCHIEFFER (8:35-7:00PM) (OP)																											
	CBS TV		{		7,580 9.1		5,080 6.1		7.1*		7.6*		8.7*		9.4*		10.4*		10.5*		9.8*		5.080													
	AVERAGE AUDIENCE (Households (000) & %)		{		27 6.7		15 6.2		22 *		23 *		26 *		28 *		30 *		30 *		26 *		15													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		6.7		7.5		7.4		7.8		8.5		8.9		9.3		9.6		10.5		10.3		10.5		10.5		9.9		9.7		6.2		6.0	
TV HOUSEHOLDS USING TV (See Def. 1)	TOTAL AUDIENCE (Households (000) & %)		{		6,250 7.5		4,830 5.8		NBC NIGHTLY NEWS- SAT																											
	NBC TV		{		3,670 4.4		6,000 7.2		7.0*		7.0*		4.3*		3.2*		3.4*		3.3		3.2*		3.4*		3.3		3.1		3.0		3.7		7.1		7.2	
	AVERAGE AUDIENCE (Households (000) & %)		{		13 2.4		18 7.1		22 *		22 *		13 *		9 *		10 *		10		9 *		10 *		3.3		3.1		3.0		3.7		7.1		7.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		6.8		6.7		6.9		7.0		2.4		5.2		4.5		4.0		3.3		3.1		3.3		3.1		3.0		3.7		7.1		7.2	

U.S. TV Households 83,300,000

For explanation of symbols, See page A

Nelson NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG 14, 1983

TIME	7 00	7 15	7 30	7 45	8 00	8 15	8 30	8 45	9 00	9 15	9 30	9 45	10 00	10 15	10 30	10 45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E TOTAL AUDIENCE
(Households (000) & %)

CBS TV

K AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

1

1 TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E TOTAL AUDIENCE
(Households (000) & %)

CBS TV

K AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2

2 TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

LONE RANGER/
ZORRO
(SUS)(SUS-OP)

KWICKY KOALA
SHOW
(SUS)(SUS-OP)

CAPTAIN KANGAROO-SUN
(SUS)

5,580
6.7

SUNDAY MORNING

FOR OUR TIMES
(SUS)

3,330

4.0

21

2.7

3.4*

21 *

4.0

4.4*

23 *

4.2

4.2

4.0

4.1*

20 *

4.0

LONE RANGER/
ZORRO
(SUS)(SUS-OP)

KWICKY KOALA
SHOW
(SUS)(SUS-OP)

CAPTAIN KANGAROO-SUN
(SUS)

5,580
6.7

SUNDAY MORNING

FOR OUR TIMES
(SUS)

3,250

3.9

24

3.2

3.6*

25 *

4.1

4.0*

24 *

4.0

4.0

4.2

4.1

4.2

4.2*

22 *

4.2

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

4.1	4.9	6.0	7.8	8.5	10.2	12.0	14.1	16.9	18.0	19.9	20.5	21.0	21.9	22.9	23.0
4.6	5.6	6.3	7.3	8.6	10.1	11.6	13.7	16.1	17.7	18.8	19.5	20.5	21.7	22.3	22.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SUN. AUG. 21, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 14, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %)

3,920
4.7

THIS WEEK-DAVID BRINKLEY

DIRECTIONS
(PUS)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

2,500

SHARE OF AUDIENCE
%

3.0

2.9*

3.0*

AVG. AUD. BY ¼ HR.
%

12

12 *

12 *

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

3,250

3.9

FACE THE NATION

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

2,330

SHARE OF AUDIENCE
%

2.8

2.6

AVG. AUD. BY ¼ HR.
%

12

12 *

12 *

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

2,330

SHARE OF AUDIENCE
%

2.8

2.6

AVG. AUD. BY ¼ HR.
%

12

12 *

12 *

TOTAL AUDIENCE
(Households (000) & %)

5,500

6.6

THIS WEEK-DAVID BRINKLEY

DIRECTIONS
(SUS)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

3,330

SHARE OF AUDIENCE
%

4.0

4.2*

3.8*

AVG. AUD. BY ¼ HR.
%

15

17 *

14 *

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

2,830

3.4

FACE THE NATION

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

2,170

SHARE OF AUDIENCE
%

2.6

2.6

AVG. AUD. BY ¼ HR.
%

11

12 *

12 *

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

2,420

SHARE OF AUDIENCE
%

2.9

2.8

AVG. AUD. BY ¼ HR.
%

12

12 *

12 *

TV HOUSEHOLDS USING TV	WK. 1	24.3	24.5	24.7	25.4	25.6	26.3	26.7	26.6	26.7	26.9	28.4	29.8	30.3	31.1	32.1	32.1	33.6
(See Def. 1)	WK. 2	22.2	23.6	24.5	25.8	26.2	27.1	27.3	27.7	27.7	28.8	29.2	29.9	29.9	31.1	31.8	32.2	33.2

U.S. TV Households 83,300,000

For explanation of symbols, See page A

DAY SUN. AUG. 21, 1983

A-27

OTHER PROGRAMS:

WEEK 1										WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	HOUSEHOLDS (000)			SHARE %	HOUSEHOLDS (000)	SHARE %						
EVENING MONDAY																			
ABC ABC MONDAY NIGHT BSBL-PRE	2	8.00- 8.13PM	+GRID								7,250	8.7	7,330	8.8	18				
EVENING TUESDAY																			
NBC MAJOR LEAGUE BASEBALL-PRE(S)	1	8.00- 8.18PM	+GRID 8.15	8,330	10.0	7,580	9.1	20	9.4										
NBC MAJOR LEAGUE BASEBALL-TUE(S)	1	8.18-11.12PM	+GRID 11.00 11.15	19,160	23.0	9,250	11.1	21	10.8 2.2										
EVENING THURSDAY																			
CBS CBS NFL PRE-SEASON(S)	2	9.00-12.20AM	+GRID 11.00 11.15 11.30 11.45 12.00 12.15								22,570	27.1	9,000	10.8	21	10.2			
														9.8*	19*	9.3			
																9.8			
														9.5*	23*	9.1			
																9.1			
														8.7*	24*	7.7			
EVENING FRIDAY																			
ABC ABC NFL PRE-SEASON FTBL(S)	2	8.00-11.20PM	+GRID 11.00								18,490	22.2	7,500	9.0	18	8.9			

[illegible]

NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TTL CASI DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	%			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING SUNDAY-CONT'D NBC NBC NEWS DIGEST-2-SUN.	1	10.16-10.17PM	10.15	11,580	13.9	11,580	13.9	24	13.9										
EVENING MONDAY-FRIDAY ABC ABC NEWSBRIEF-M-F		>	8.00 9.30 9.45	8,830	10.6	8,660	10.4	19	8.4 7.1 12.4	M-F TU-F TU-F	9,580	11.5	9,250	11.1	20	8.3	M-F		
ABC ABC NEWS:NIGHTLINE		>	11.30 11.45 12.00 12.15 12.30	5,830	7.0	3,420	4.1 5.0*	13 14*	5.8 4.5 3.7 3.0 2.1	M-F M-F M-F M-F FRI.	6,410	7.7	3,670	4.4 5.5*	14 16*	6.4 4.7 3.7 3.3 2.9	M-F M-F M-F M-F TUE.		
ABC ABC NEWS:NIGHTLINE-FRI(B)	2	12.30-12.51AM	12.30 12.45								2,500	3.0	2,330	2.8	10	2.9 2.5	FRI. FRI.		
ABC ABC NEWS:NIGHTLINE-MON(B)	1	12.30-12.42AM	12.30	2,830	3.4	2,670	3.2	14	3.2	MON.									
CBS NEWSBREAK M-F	1 2	8.58 >	8.59PM 8.45 9.00	8,660	10.4	8,660	10.4	20	10.4	M-F	8,910	10.7	8,910	10.7	20	10.6 11.2	M-F WED.		
CBS LATE MOVIE I		>	11.30 11.45 12.00	7,660	9.2	4,910	5.9 6.3*	20 18*	6.5 6.2 5.9	M-F M-F M-F	7,250	8.7	4,830	5.8 6.7*	21 19*	6.8 6.6 6.6	M-F MTUWF MTUWF		

			12.15			5.8*	21*	5.6	M-F				6.6*	23*	6.4	MTUWF
			12.30					5.5	M-F							
			12.45			3.9*	18*	3.5	M-F							3.0 M-TH
			1.00													3.1 THU.
			1.15										3.1*	18*	3.0	THU.
			1.30												3.0	THU.
			1.45										2.9*	22*	2.8	THU.
			2.00												2.1	THU.
		VARIOUS TIMES (SUS)														
CBS LATE MOVIE II	2	>	12.15								5,830	7.0	4,500	5.4	26	5.9 MTUWF
	1	>	12.30	4,580	5.5	3,670	4.4	24	5.2	M-F						5.8 MTUWF
			12.45				5.0*	26*	4.7	M-F				5.9*	23*	5.7 MTUWF
			1.00						4.3	M-F						5.2 MTUWF
			1.15				4.1*	24*	4.0	M-F				5.0*	27*	5.0 MTUWF
			1.30						2.7	THU.						
		VARIOUS TIMES (SUS)														
CBS CBS NEWS NIGHTWATCH-1		2.00-2.30AM	2.00	1,170	1.4	1,000	1.2	13	1.1	M-THSU	1,250	1.5	1,080	1.3	14	1.4 M-THSU
			2.15						1.1	M-THSU						1.2 M-THSU
CBS CBS NEWS NIGHTWATCH-2		2.30-6.00AM	2.30	2,170	2.6	830	1.0	21		M-THSU	2,330	2.8	830	1.0	21	1.3 M-THSU
			2.45				1.4*	20*	1.4	M-THSU				1.2*	16*	1.3 M-THSU
			3.00						1.3	M-THSU						1.3 M-THSU
			3.15				1.1*	19*	1.2	M-THSU				1.2*	21*	1.2 M-THSU
			3.30						1.0	M-THSU						1.1 M-THSU
			3.45				.9*	19*	1.0	M-THSU				1.1*	23*	1.0 M-THSU
			4.00						.8	M-THSU						1.1 M-THSU
			4.15				.8*	20*	.8	M-THSU				1.0*	24*	1.0 M-THSU
			4.30						.8	M-THSU						.9 M-THSU

CONT'D

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING MONDAY-FRIDAY-CONT'D			4.45												
CBS CBS NEWS NIGHTWATCH-2-CONT'D			5.30					.8* 22*	.8 M-THSU					.8 M-THSU	
			5.45					.9* 24*	.9 M-THSU					.8 M-THSU	
NBC NBC NEWS DIGEST-M-F	1	>	8.15	8,410	10.1	8,410	10.1	20	8.1 M-F	8,830	10.6	8,830	10.6	19	10.3 M-F
	2	>	8.45						10.0 M-F						11.9 MON.
			9.00						12.4 THU.						
			9.15						12.5 M-F						
NBC NBC NEWS DIGEST-2-M-F	1	>	9.45	10,410	12.5	10,410	12.5	23	7.6 M-F	10,250	12.3	10,250	12.3	21	12.3 TU&TH
NBC TONIGHT SHOW	2	9.58- 9.59PM	9.45						6.8 M-F	9,080	10.9	5,160	6.2	19	7.4 M-F
		>	11.30	8,910	10.7	5,330	6.4	21	6.5 M-F						6.6 M-F
			11.45					7.4* 21*	5.3 M-F						5.8 M-F
			12.00						4.2 TUE.						5.1 M-F
			12.15					5.9* 21*							
NBC DAVID LETTERMAN I	2	12.30- 1.00AM	12.30							3,500	4.2	2,920	3.5	16	3.7 M-TH
			12.45							7,410	8.9	3,670	4.4	21	3.2 M-TH
NBC FRIDAY NIGHT VIDEOS	2	12.30- 2.00AM	12.30												5.9 FRI.
			12.45												5.5 FRI.
			1.00												4.4 FRI.
			1.15												3.9 FRI.
			1.30												3.7 FRI.
			1.45												3.2 FRI.
NBC WRLD CHMP TRACK-FIELD-FRI(S)	1	12.30- 1.30AM	12.30	4,750	5.7	3,000	3.6	17	4.0 FRI.						
			12.45					3.9* 16*	3.7 FRI.						
			1.00						3.5 FRI.						
			1.15					3.2* 17*	2.9 FRI.						
NBC WRLD CHMP TRACK-FIELD-MON(S)	1	12.30- 1.30AM	12.30	3,580	4.3	2,170	2.6	14	3.2 MON.						
			12.45					3.0* 15*	2.7 MON.						
			1.00						2.4 MON.						
			1.15					2.3* 14*	2.2 MON.						
NBC WRLD CHMP TRACK-FIELD-THU(S)	1	12.30- 1.30AM	12.30	4,080	4.9	2,670	3.2	17	3.9 THU.						
			12.45					3.6* 17*	3.2 THU.						
			1.00						3.0 THU.						
			1.15					2.8* 17*	2.6 THU.						
NBC WRLD CHMP TRACK-FIELD-TUE(S)	1	12.41- 1.41AM	12.30	3,330	4.0	2,170	2.6	15	3.6 TUE.						
			12.45						3.0 TUE.						
			1.00						2.5 TUE.						
			1.15					2.4* 15*	2.3 TUE.						
			1.30						2.2 TUE.						
NBC WRLD CHMP TRACK-FIELD-WED(S)	1	12.30- 1.30AM	12.30	3,250	3.9	2,420	2.9	17	3.2 WED.						
			12.45					3.1* 16*	3.0 WED.						
			1.00						2.9 WED.						
			1.15					2.7* 18*	2.6 WED.						
NBC DAVID LETTERMAN II	2	1.00- 1.30AM	1.00							2,670	3.2	2,170	2.6	15	2.8 M-TH
			1.15												2.4 M-TH
NBC NBC NEWS OVERNIGHT-M-F		>	1.30	1,580	1.9	1,250	1.5	12	1.6 M-F	1,830	2.2	1,500	1.8	14	1.9 M-F
			1.45					1.6* 12*	1.5 M-F						1.8 M-TH
CONT'D															

A-45 U.S. TV HOUSEHOLDS: 83,300,000 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER HOURS).

Nelson NATIONAL TV AUDIENCE ESTIMATES

				WEEK 1								OTHER PROGRAMS WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
DAY SATURDAY-CONT'D																			
CBS CBS SPORTS SATURDAY	2	3.00- 6.35PM	-GRID 6.30								19,990	24.0	7,580	9.1	27				
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	2,420	2.9	2,420	2.9	25	2.9		2,750	3.3	2,580	3.1	28	9.2			
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	3,000	3.6	2,920	3.5	25	3.5		3,670	4.4	3,500	4.2	27	3.1			
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	4,660	5.6	4,500	5.4	23	5.4		4,750	5.7	4,660	5.6	25	4.2			
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	4,330	5.2	4,000	4.8	19	4.8		4,170	5.0	4,080	4.9	22	5.6			
NBC ASK NBC NEWS-11:58AM	2	11.58-12.00NN	11.45								3,920	4.7	3,750	4.5	18	4.9			
NBC NBC SPORTS-30 ROCK	1	1.00- 1.17PM	-GRID 1.15	4,250	5.1	4,000	4.8	18			5,330	6.4	4,750	5.7	21	4.5			
NBC NBC MAJOR LEAGUE BASEBALL	2	1.18- 4.19PM	-GRID 4.00 4.15						4.8		13,410	16.1	5,500	6.6	22	6.1			
NBC HARTFORD OPEN-SAT.(S)	2	4.08- 4.57PM	-GRID 5.00								6,250	7.5	3,670	4.4	13	7.3 4.2			
DAY SUNDAY																4.2			
CBS IN THE NEWS-7.26AM-SUN(SUS)		7.26- 7.29AM	7.15																
CBS IN THE NEWS-7.56AM-SUN(SUS)		7.56- 7.59AM	7.45																

2-Week Average

Household Rating

30-Minute Rating

Rating (1/4)

Once-a-Week

Once-a-Month

Rating by Quarter-Hour

The following information is provided for the purpose of explaining the symbols used in the ratings and is not to be construed as a statement of fact.

-Grids are

-Grids are

-Grids are

-Grids are

-Grids are

-Grids are

-Grids are

-Grids are

-Grids are

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NIELSEN NATIONAL TV RATINGS REPORT
1ST AUGUST 1983 REPORT
July 25-August 7, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME					NO. OF T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK ↓	DAY	START TIME	DUR	NET	PROG. TYPE ↑	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
Pgs. 10/11													
Late Movie II													
1	Mon.	12.42A	47	CBS	FF	166	166	87	86	A	4.4	24	367
1	Tue.	1.20A	51							B	4.3	25	358
1	Wed.	12.46A	45										
1	Thu.	12.35A	55										
1	Fri.	12.42A	41										
2	Mon.	12.39A	56										
2	Tue.	12.41A	44										
2	Wed.	12.46A	40										
2	Thu.	12.41A	48										
2	Fri.	12.49A	46										